



T I M E
F O R
C H A N G E

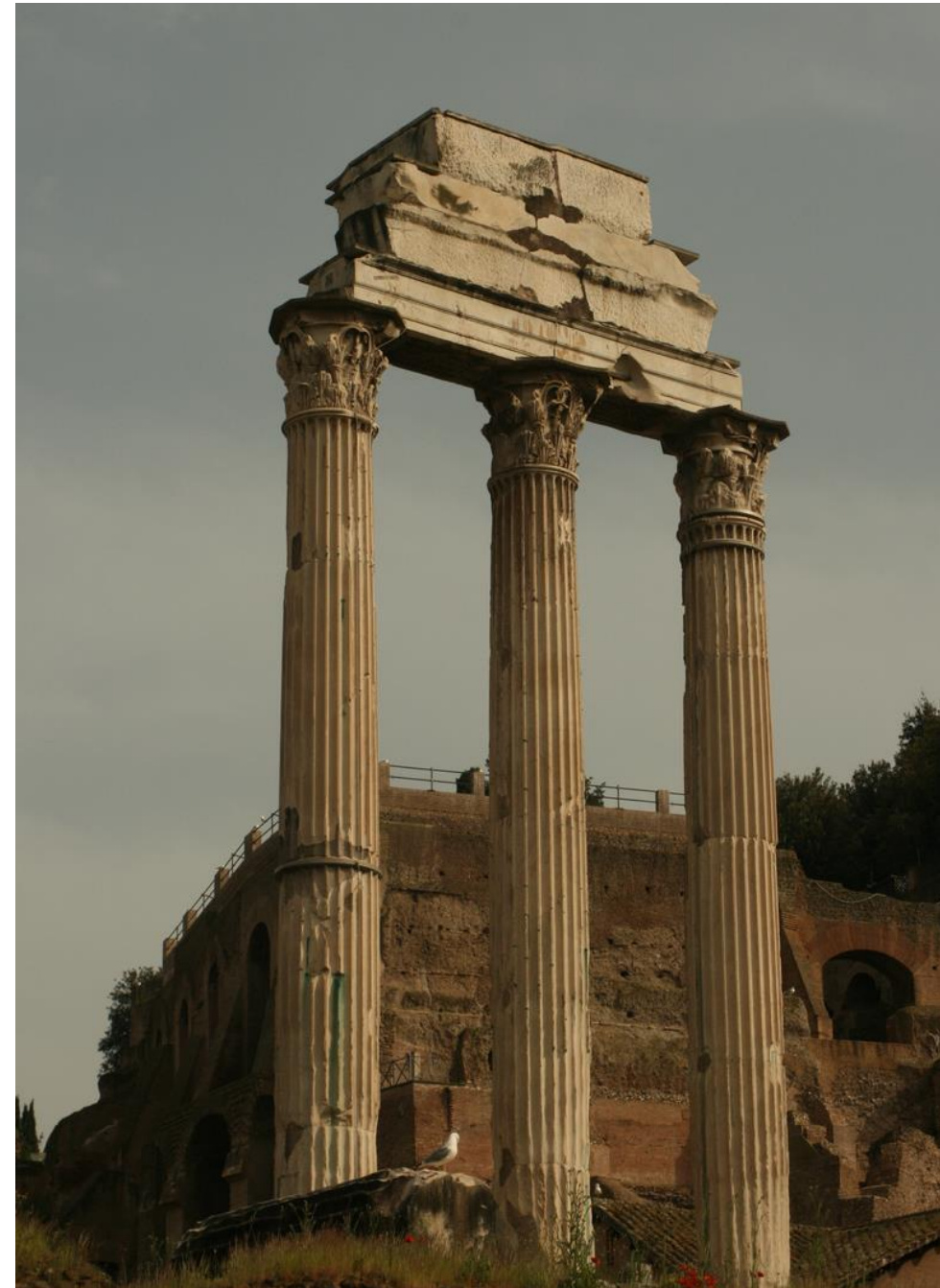
**Change never
happens
without
effective
communication**

Solving “The Latvian Problem”

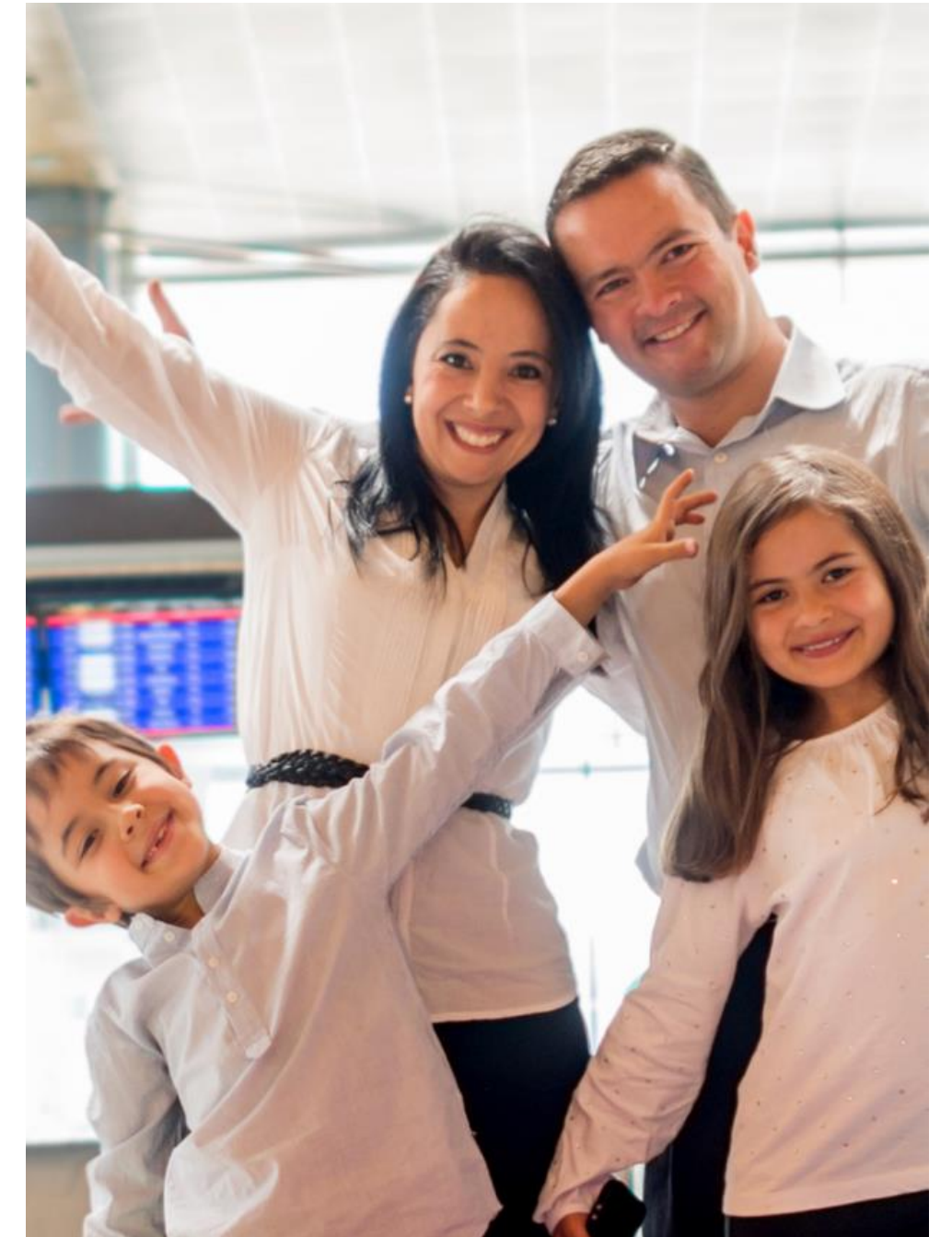
Because aviation is full
of very busy people
with a lot to do



Safety Promotion: The missing pillar of SMS?



**Policy/ Rules
Risk Management
Assurance**



**But who is safety
really for?**

The life of a safety manager



Harry Potter
4101
Pages

The life of a safety manager



Harry Potter
4101
Pages



Lord of the
Rings
5589
Pages

The life of a safety manager



Harry Potter
4101
Pages



Lord of the
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Chronicles
of Narnia
6387
Pages

The life of a safety manager



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Game of
Thrones
11619
Pages

The life of a safety manager



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Rings
5589
Pages



Chronicles
of Narnia
6387
Pages



Game of
Thrones
11619
Pages



The Hungar
Games
12774
Pages



28 Books of Material

Is that feasible?

But we can use Safety Promotion?

They can help us to
simplify things and
make lots of videos



99 Videos - 125 Hours or 5 days



**20
Hours**



**18
Hours**



**7
Hours**



**70
hours**



**10
Hours**

So how to communicate effectively to change people's behaviour?

The goal is to engage the whole industry in positive safety conversations and give them information they can easily use

Our Panelists



**Amanda
Palmer
CASA Australia**



**Andre Vernay
DGAC France**



**Suzan Akin
Netherlands**



**Thilina
Warnasinghe
CAA Sri Lanka**

Presentations and Discussion

CASA Australia

DGAC France

Netherlands



Communication Strategy Sri Lanka Search and Rescue Plan

Development of a National Search and Rescue Plan

Thilina Warnasinghe
Senior Civil Aviation Inspector ATM Ops.

What is Effective Communication?

Effective communication means in the simplest terms;

- Where we know what we are trying to communicate and the audience is getting exactly what we are trying to say.
- Communication is crucial in both our professional and personal lives. It's about honing skills to share information clearly, understand others better, and empathize with them.





Non-verbal communication such as facial expressions and body language play a subtle yet a critical role in understanding.

The use of the ALDIS lamp is a good example for non-verbal communication.





Importance of Effective Communication in Aviation

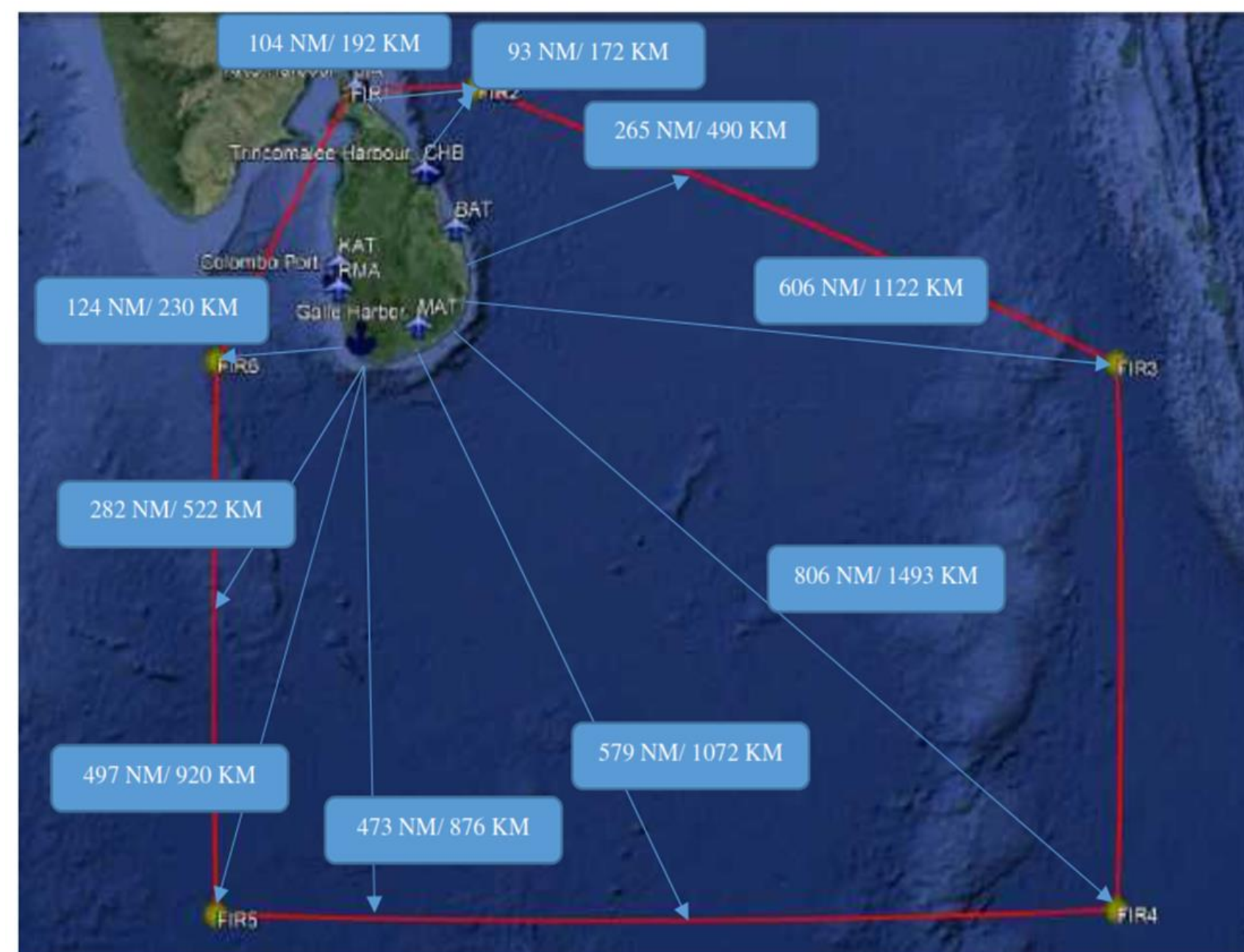
- Communication provides information
- An issue with information transfer is, “expectation” this is a major factor in misunderstanding messages
- Related to the concept of expectation is the notion of making assumptions
- When we make assumptions, we interpret the message or situation to mean what we assume it to mean, not necessarily what was actually said or perceived.
- Standardized communication procedures, such as the use of standardized phraseology and protocols promote consistency and reduce the risk of miscommunication



This was a plan to provide efficient Search and Rescue Services for Aeronautical Search and Rescue events within the Srilankan SRR

A national SAR plan was essential for

- Promoting safety
- Enhancing coordination,
- Standardization and resource allocation
- Interagency cooperation and risk management
- Public awareness
- International cooperation in SAR operations





Development of the National Search and Rescue Plan of Sri Lanka

- **Understanding Stakeholders:** Identify all stakeholders involved in SAR operations
- **Establishing Clear Protocols:** Develop clear communication protocols outlining the flow of information between various stakeholders
- **Accountability and Monitoring:**



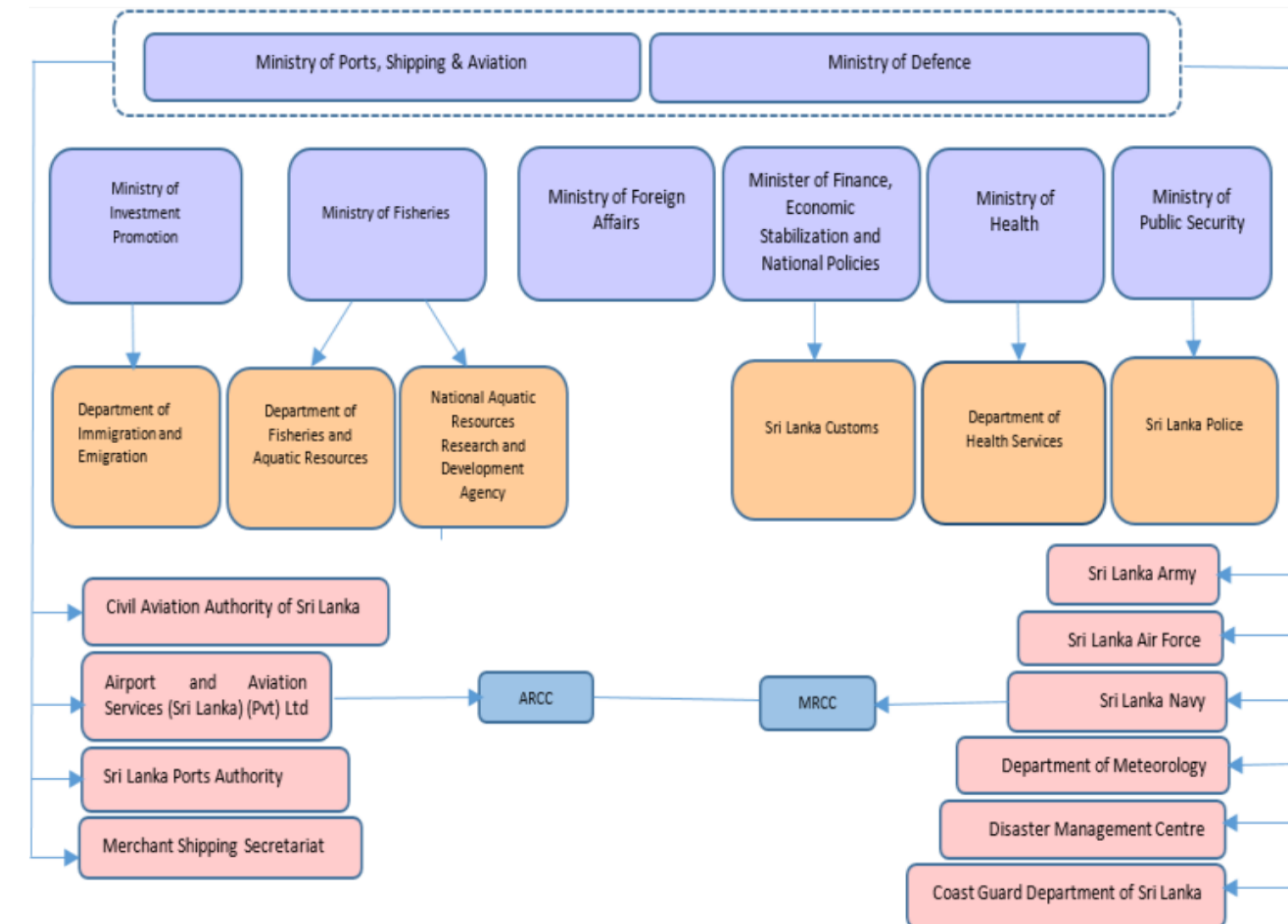


The National Aeronautical Search and Rescue Committee

1. Secretary to the Ministry of Ports, Shipping & Aviation ;
2. Secretary to the Ministry of Defense;
3. Secretary to the Ministry of Finance, Economic Stabilization and National Policies
4. Secretary to the Ministry of Fisheries;
5. Secretary to the Ministry of Health;
6. Secretary to the Ministry of Foreign affairs;
7. Director General of Civil Aviation Authority of Sri Lanka;
8. Chairman of Airport & Aviation Services (Sri Lanka) (Pvt) Ltd;
9. Director General of the Disaster Management Centre;



- A total of 21 stake holders are part of the National Aeronautical SAR plan.
- A minimum of 3 meetings were held with stake holders
- The stake holders role and responsibilities were discussed and agreed upon.



Coordination with International Partners: Establish communication channels with international SAR organizations and agencies

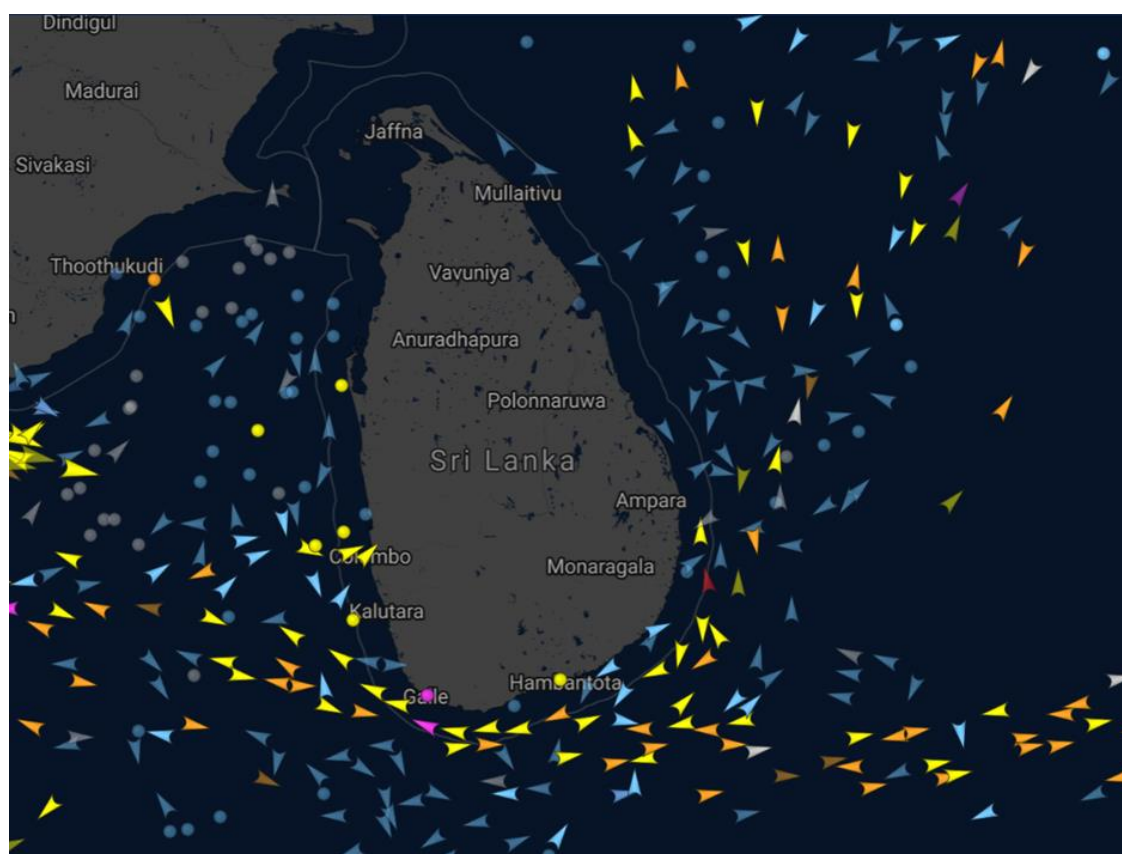
- **ARCC/ MRCC Coordination arrangement** – Established through a MOU
- **SAR supports from adjacent States** – SAR agreements available with Maldives, Australia, Indonesia





New Resources Identified

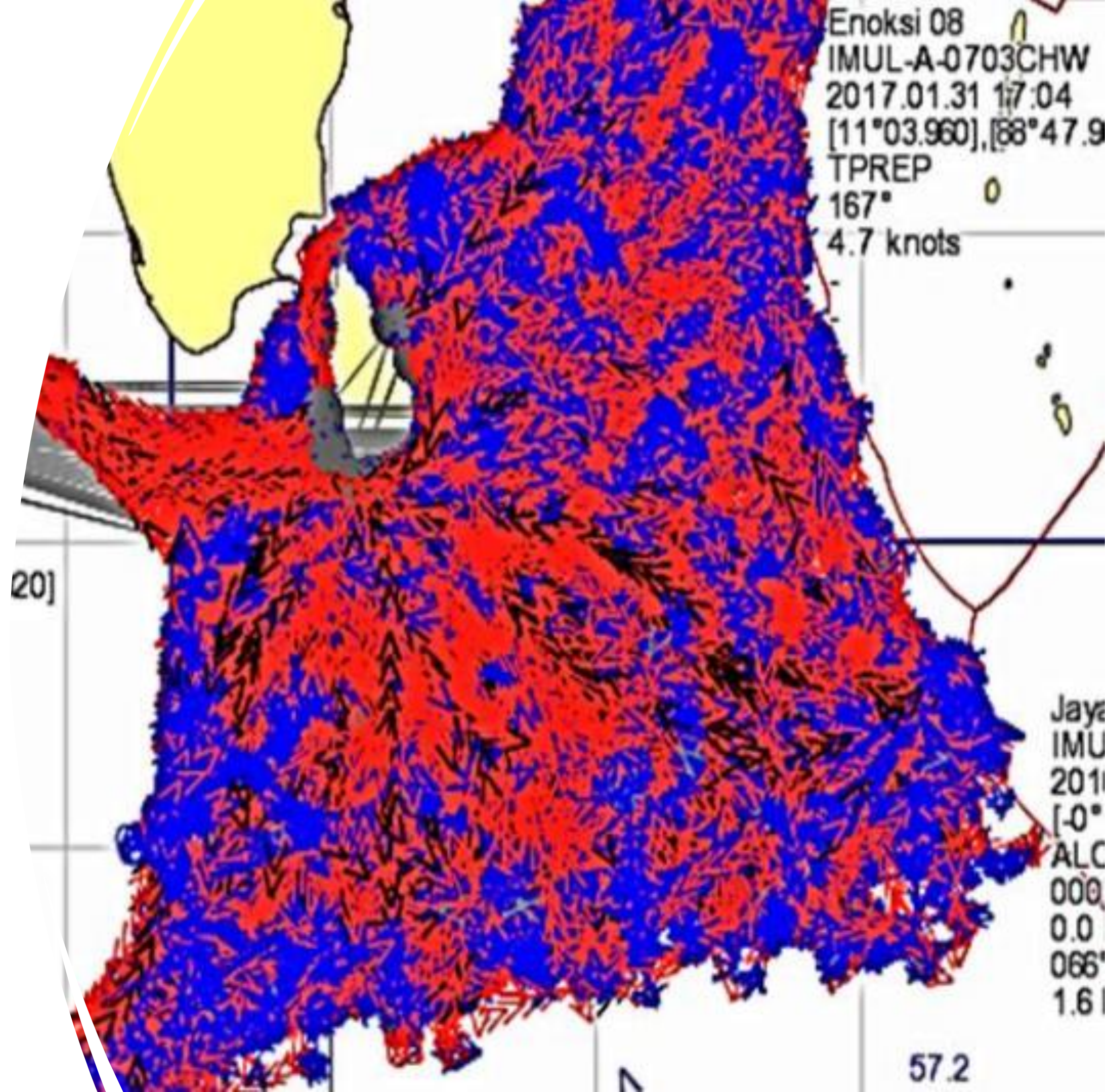
- Direct communication channels were established with other entities who were capable of deploying assets to support SAR efforts



- Information on aeronautical SAR requirements shared with department of fisheries



- The fishing community has significant presence in the SRR
- The skipper program was enhanced with the introduction of aeronautical SAR requirements
- Sri Lanka is a multilingual country with Sinhala, Tamil, and English being widely spoken.





The National Aeronautical SAR Plan

The National aeronautical SAR plan was signed and subsequently issued as a gazette and published in three languages.

DEMOCRATIC SOCIALIST REPUBLIC
OF SRI LANKA



NATIONAL AERONAUTICAL
SEARCH AND RESCUE PLAN



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අති විශේෂ
The Gazette of the Democratic Socialist Republic of Sri Lanka
EXTRAORDINARY

අංක 2347/02 - 2023 අප්‍රේල් 28 වැනි සතුවැනි - 2023.08.28
No. 2347/02 - MONDAY, AUGUST 28, 2023

(Published by Authority)
PART I : SECTION (I) — GENERAL

Government Notifications

CIVIL AVIATION ACT No. 14 OF 2010

RULES made by the Civil Aviation Authority under Section 53 of the Civil Aviation Act, No. 14 of 2010 read with Section 122 of the aforesaid Act.

NIRALI SURESHA DE SILVA,
Minister of Ports, Shipping and Aviation.

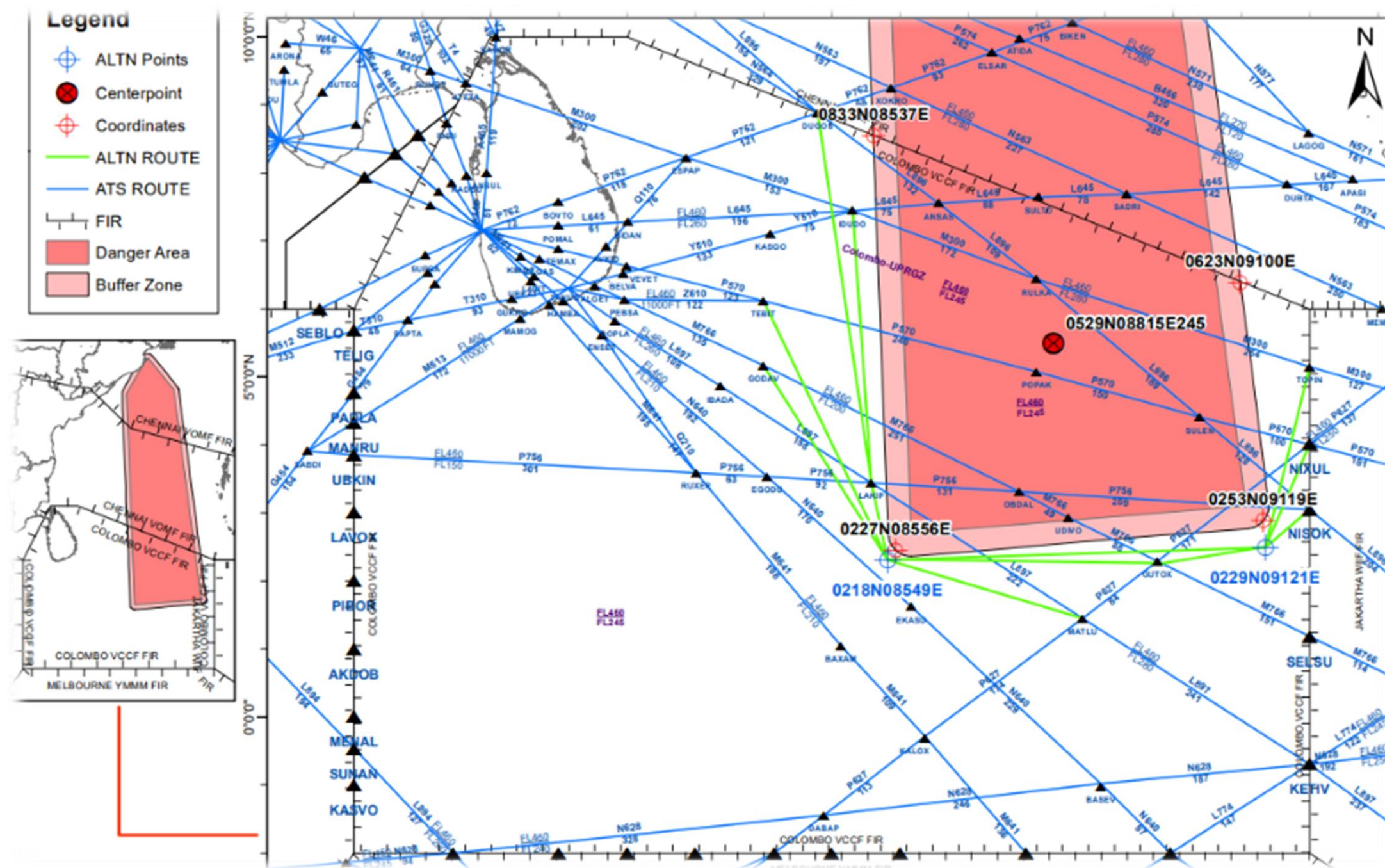
Colombo,
25th August 2023.

Rules

1. These Rules may be cited as "the National Aeronautical Search and Rescue Plan Rules, No. 1 of 2023."
2. National Aeronautical SAR System Organisation
 - 2.1 International Conventions on SAR



LC 40/4017 - 20 (2023)
This Gazette Extraordinary can be downloaded from www.documents.gov.lk





Continuous Improvement and Evaluation:

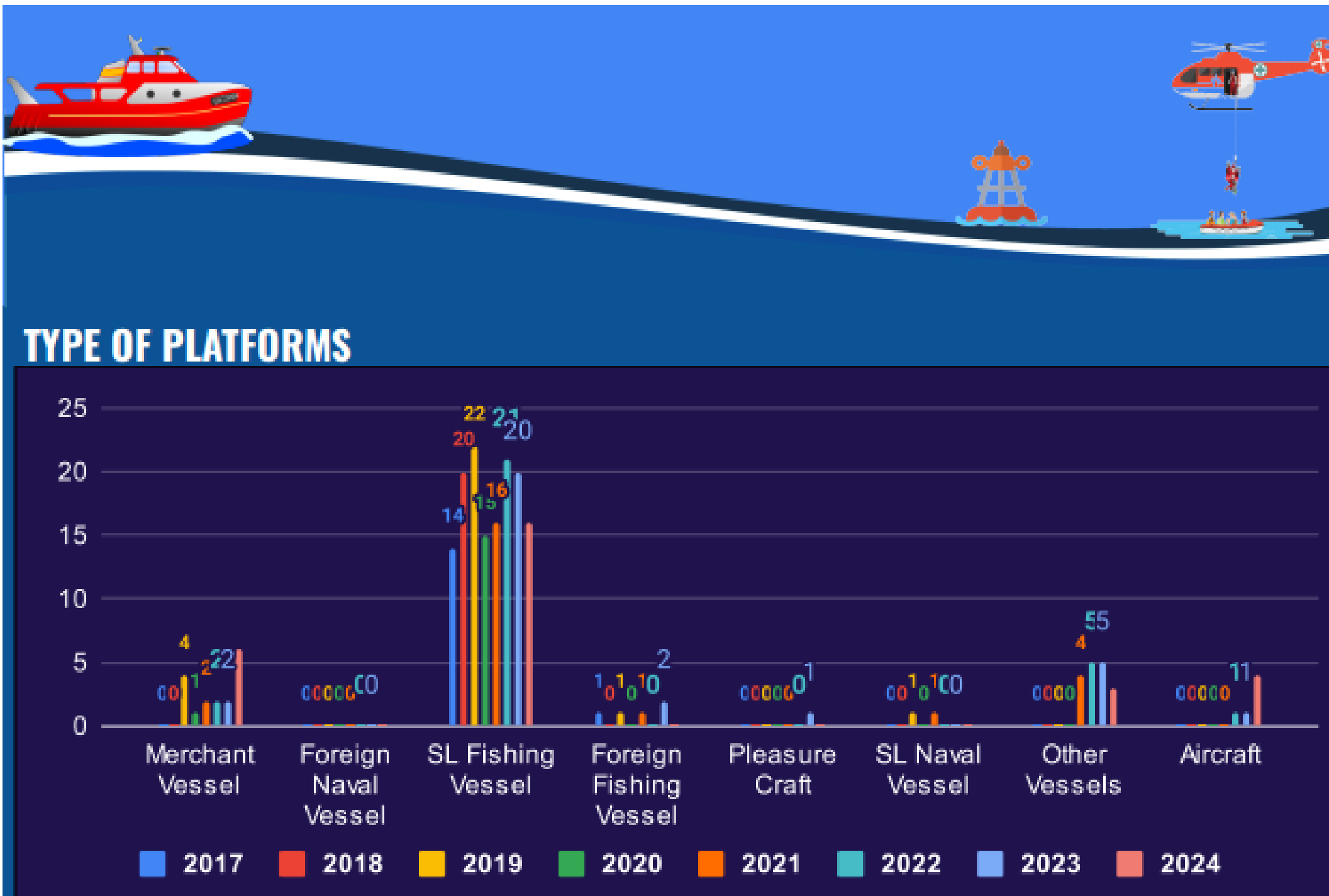
Regularly review and evaluate the effectiveness of the communication strategy through post-incident debriefings, surveys, and feedback mechanisms.

Identify areas for improvement and adapt the strategy accordingly to enhance future SAR operations.





- To further improve communication and dissemination of information the IFC Colombo was formed.
- CAASL and the ANSP are stakeholders to the IFC



Enhancing aviation safety in search and rescue operations is crucial for improving the outcomes of SAR missions and safeguarding the lives of both rescuers and those requiring assistance

Let us remain committed to saving lives and serving those in need..



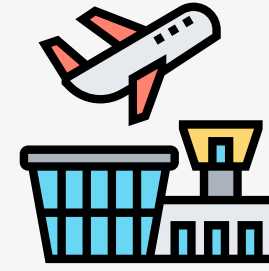
Communicating safety differently to start positive conversations

Always

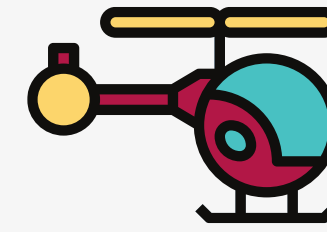
Key Safety Promotion Activities

- EPAS Safety Promotion Tasks
- Support industry with the implementing new rules (GRF, EBT, Fuel etc)
- Accident recommendations and lessons learned

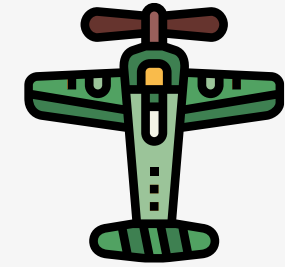
4 Main Domains



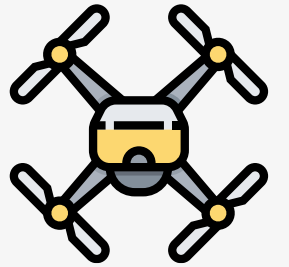
Air Ops



Rotorcraft



GA



Drones

3 Brands



Commercial
Aviation



GA



For Podcasts

Rotorcraft Collaborations



Global



Europe

What is Safety Promotion?

1 Audience

Understanding the needs of the audience, the problem they have to solve and define the transformation.
What do we need them to "Know, Feel and Do"



2 Content Creation

Creating a range of content that is clear, engaging and interesting



3 Outreach

Use social media, email marketing and outreach so people find it



4 Review Success

Make sure it worked
Be the guide and not the hero - think Obi Wan Kenobi



“

- **Pick the right topics (where Safety Promotion is useful)**
- **Don't make it too complicated**
- **Collaborate with as many people as possible**

**Key
points**



The Result?

A very happy Latvian

**And so will you
be as well**



Questions?